

News Release

Workshops on Social Media and Government Contracting for Entrepreneurs and Small Business Owners on Tuesday, February 18 and Thursday, February 20, 2014, at the U of M Crookston

By Itollefs on Wednesday, February 5, 2014

Two workshops designed for small business owners and entrepreneurs are slated for February at the University of Minnesota Crookston. The topics will include the basics of getting your business online and social media tools that can lead to business success on Tuesday, February 18 and an introduction to government contracting on Thursday, February 20.



An introduction to social media workshop will take place on Tuesday, February 18 from 9 to 11 a.m. in the Business Boardroom, Dowell Hall, on the Crookston campus. Presenting the workshop will be Maren Hamilton from the Flint Group in Fargo, N.D. Hamilton will discuss the basics for small business owners and go over information about deciding if social media is right for you and the social media strategies. She will also go over how to combine your business goals with social media marketing as well as the basics of the most popular social media sites. Registration is \$10 interested participants can register online. The workshop is sponsored by the Center for Entrepreneurial Studies (CRES), and the Small Business Development Center.

On Thursday, February 20, the Northwest Minnesota Foundation and CRES will sponsor a Procurement Technical Assistance Center (PTAC) Workshop on the Introduction to Government Contracting. The workshop runs from 9 to 11 a.m. in Bede Ballroom, Sargeant Student Center. Arlette Abrahamson a specialist from PTAC will be presenting and the workshop is free.

A follow-up to the social media workshop will take place on Wednesday, March 12 from 9-11 a.m. in Bede Ballroom. This training will be focused on how you should design a website with goals in mind, learn what SEO (search engine optimization) is and why it's important, and what social media sites to use for specific businesses. There is a \$10 registration fee. Register at www.impact2020.org.

For more information about these workshops, contact Rachel Lundbohm, director, CRES, 218-281-8190 or by visiting the CRES website at www.umccres.org.

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